A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF DECEMBER 1987

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	226.5	+ 22.4	+ 11.0			
1986	204.1	+ 9.1	+ 4.7			
1985	195.0					
CUMULATIVE YTD						
1987	4256.8	- 31.4	- 0.7			
1986	4288.2	-324.1	- 7.0			
1985	4612.3					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	389.2	- 79.8	- 17.0			
1986	469.0	+120.5	+ 34.6			
1985	348.5					
CUMULATIVE YTD						
1987	5150.6	- 31.5	- 0.6			
1986	5182.1	-463.1	- 8.2			
1985	5645.2					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

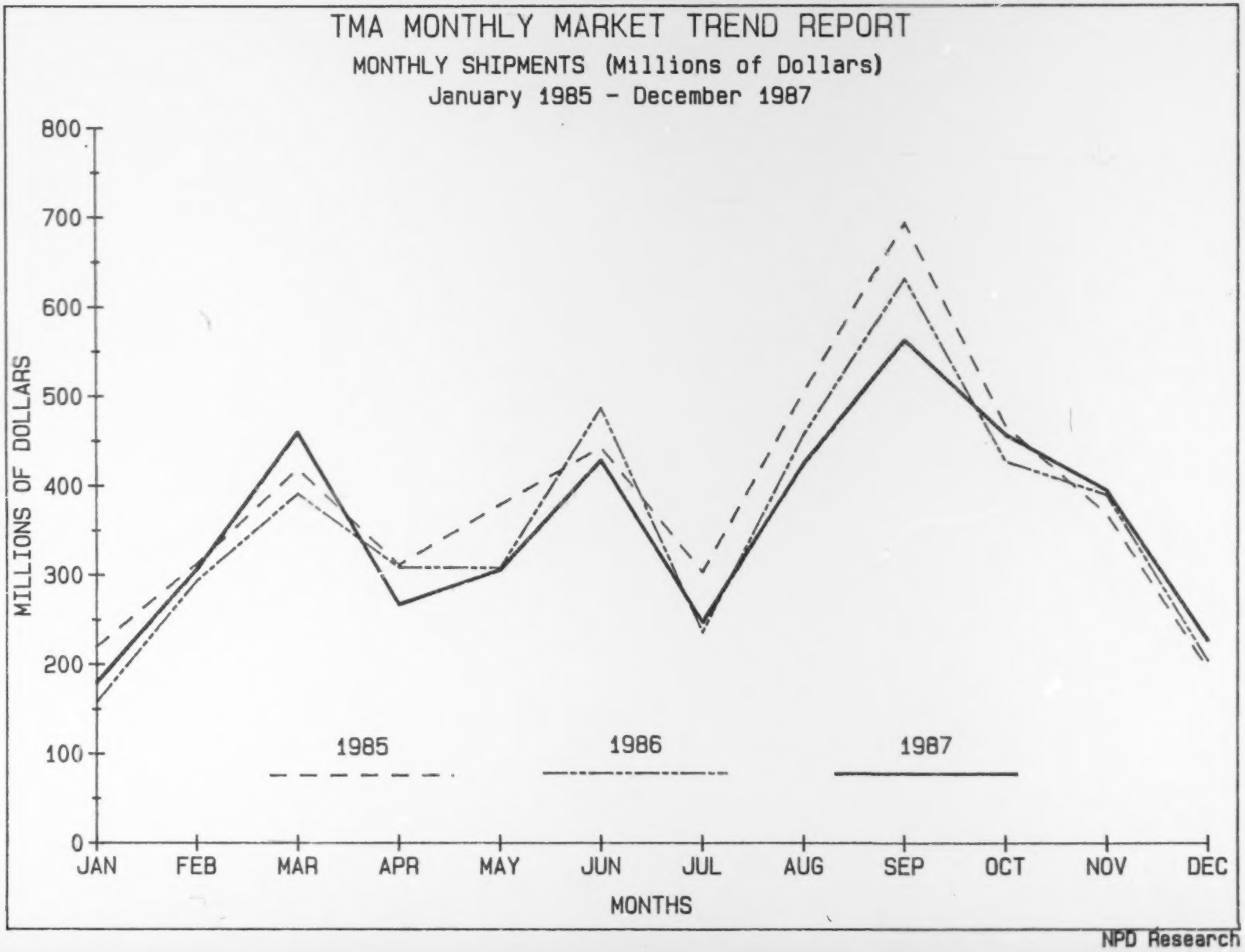
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

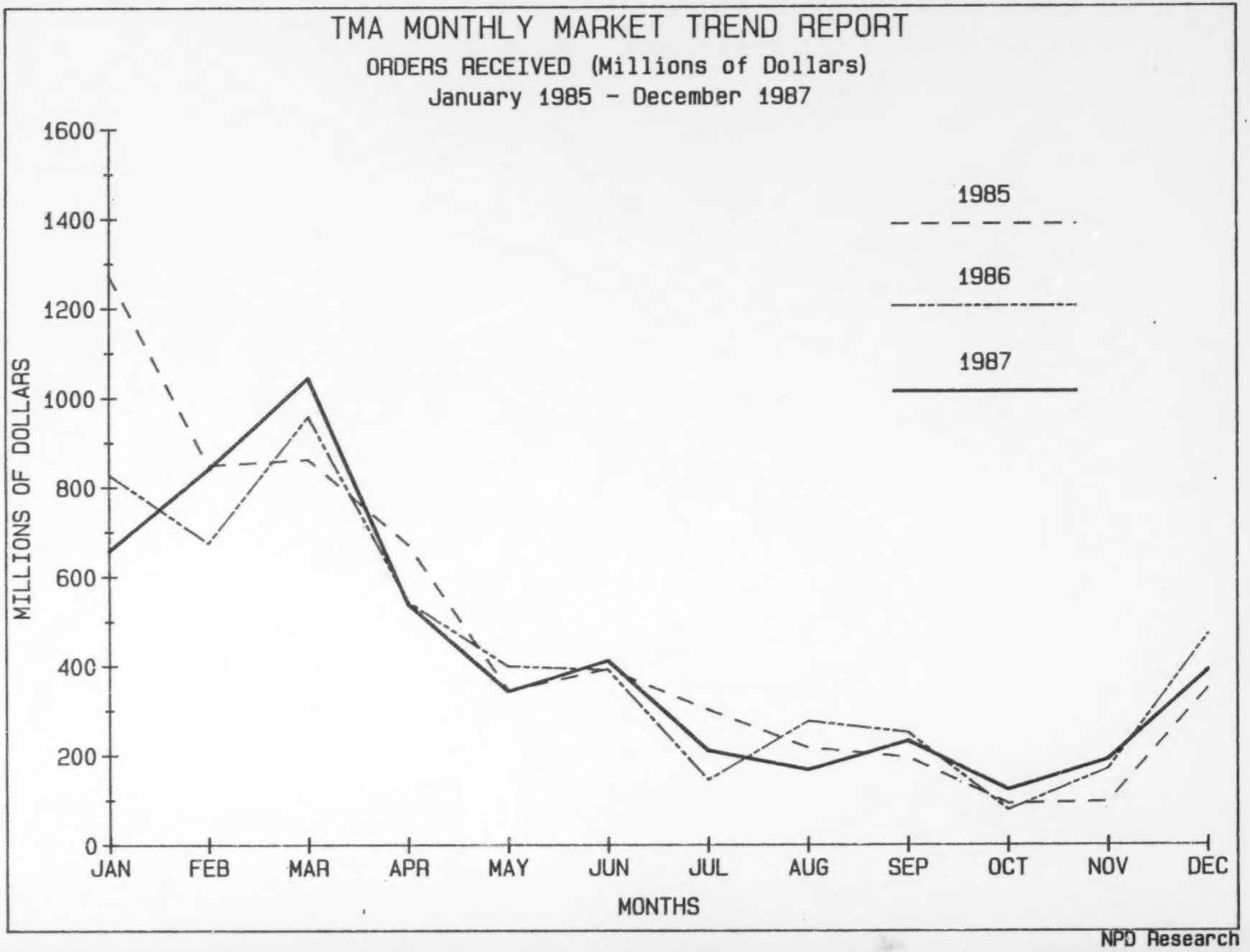
DOLLAR TREND BY MONTH DECEMBER 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	354.7
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	338.9	204.1	357.4
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	384.4
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	658.5	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	429.2
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	431.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	470.4
1987 CUMULATIVE	658.5	1499.0	2543.3	3082.4	3425.6	3837.5	4048.2	4215.6	4447.6	4570.6	4761.4	5150.6	
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	61.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	59.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	69.7
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1427.4
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1387.1
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1535.1

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 - December 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - December 1987
1600
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - DECEMBER 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN		X	H-G TOYS	X	X	PLACO		
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X	X	POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY		X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SKILCRAFT	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

NOTE: BANDAI, PLACO AND POWER WHEELS
ARE NOT PARTCIPATING THIS MONTH.
BEGINNING WITH DECEMBER DATA, DOLLY TOY WILL
NOT BE PARTICIPATING AS THEY ARE NO LONGER
A TMA MEMBER.